

WHAT IS CLAIMED IS:

1. A method for playing back a digital media file, comprising the steps of:
determining a designated type associated with said digital media file; and
playing back said digital media file including required advertising in accordance with
5 said determined designated type of said digital media file.
2. The method of claim 1, further comprising the step of playing said recording
advertising even if a viewer fast forwards through a predetermined section of the digital media
file.
3. A method for playing back a digital media file, comprising the steps of:
10 defining a plurality of predetermined media types based upon an advertising scheme
associated therewith;
valuing each of said plurality of predetermined media types in accordance with said
advertising scheme;
selecting one of said plurality of media types;
15 playing back said selected media type; and
invoking said associated advertising scheme.
4. The method of claim 3, wherein during playback of said selected media type, a
playback apparatus determines said media type, and invokes said associated advertising scheme.
5. The method of claim 3, wherein said advertising scheme includes advertising data
20 that must be viewed at least one of before, after, and at least once during said playback of said
media file.
6. The method of claim 3, wherein said advertising scheme includes advertising data
that must be viewed after a user has viewed a predetermined portion of said digital media.
7. The method of claim 6, wherein said advertising data must be viewed after a user
25 has fast forwarded through said predetermined portion of said digital media.
8. The method of claim 6, wherein said advertising data is fixed.

9. The method of claim 6, wherein said advertising data is periodically updated in accordance with a user profile from an advertising data server.

10. The method of claim 3, wherein said digital media file is provided on a removable storage medium.

5 11. The method of claim 3, wherein said digital media is downloaded via a computer network.

12. An apparatus for playing back a digital media file, comprising:

means for defining a plurality of predetermined media types based upon an advertising scheme associated therewith;

10 means for valuing each of said plurality of predetermined media types in accordance with said advertising scheme;

input means for selecting one of said plurality of media types;

15 playback means for playing back said selected media type, and for invoking said associated advertising scheme.

13. The apparatus of claim 12, wherein during playback of said selected media type, a playback apparatus determines said media type, and invokes said associated advertising scheme.

14. The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed at least one of before, after, and at least once during said playback of said media file.

20 15. The apparatus of claim 12, wherein said advertising scheme includes advertising data that must be viewed after a user has viewed a predetermined portion of said digital media.

16. The apparatus of claim 15, wherein said advertising data must be viewed after a user has fast forwarded through said predetermined portion of said digital media.

17. The apparatus of claim 15, wherein said advertising data is fixed.

25 18. The apparatus of claim 15, wherein said advertising data is periodically updated in accordance with a user profile from an advertising data server.

19. The apparatus of claim 12, wherein said digital media file is provided on a removable storage medium.

20. The apparatus of claim 12, wherein said digital media is downloaded via a computer network.

5 21. The apparatus of claim 12, wherein said downloaded digital media can be stored locally, updated, and prepared for retail.

22. A system for distributing media files, comprising:
means for associating a media file with one or more management information;
means for assigning a unique ID to said media file and associated management
10 information;

means for encrypting said media file, management information and unique ID;
generating a database for associating each unique ID with a particular user who is permitted to process said media file;

15 whereby upon a transfer of said media file to another individual, said database is updated so that said unique ID associated with said transferred media file is registered to said other individual.

23. The system of claim 22, wherein upon said transfer of said media file to another individual, a forced advertising associated with said media file is changed.

20 24. An apparatus for receiving a media file, comprising:
a terminal for selecting one of a plurality of media files;
a payment system for receiving payment for said media file;
a receiver for receiving said media file; and
a recorder for recording said media file to a recording medium;
wherein said media file is generated in accordance with the steps of:
25 associating a media file with one or more management information;
assigning a unique ID to said media file and associated management information;

encrypting said media file, management information and unique ID; and

associating each unique ID with a particular user who is permitted to process said media file and storing said associations in a database;

whereby upon a transfer of said media file to another individual, said database is updated so that said unique ID associated with said transferred media file is registered to said other individual.

25. The apparatus of claim 24, wherein said recording medium is a fixed recording medium.

26. The apparatus of claim 24, wherein said recording medium is a removable storage medium.

27. The apparatus of claim 24, wherein said terminal, said payment system, said receiver and said recorder are located in a point-of-sale kiosk.

28. The apparatus of claim 24, wherein said terminal, said payment system, said receiver and said recorder are located in a standalone computer.

29. A recording media upon which a media file is recorded, said media file being generated in accordance with the steps of:

associating a media file with one or more management information;

assigning a unique ID to said media file and associated management information;

encrypting said media file, management information and unique ID;

generating a database for associating each unique ID with a particular user who is permitted to process said media file;

whereby upon a transfer of said media file to another individual, said database is updated so that said unique ID associated with said transferred media file is registered to said other individual.